Abstract of the Disclosure

An enhancement menu including at least one selection associated with a predetermined identifier is provided to a receiving unit. Selection of at least one selection

5   results in the receiving unit monitoring a broadcast and acquiring data associated with the identifier. A data structure is defined for data elements. Software associated with storage and display of the data structure may be transmitted to the receiving unit or may be broadcast to a plurality of receiving units and may be associated with the identifier. Data elements may be transmitted to individual receiving units. Broadcast data elements may

10   provide new data structure entries or may replace existing entries. Data elements may be broadcast at a predetermined interval or in response to a change in the value of the data element. User selection of a displayed data element may provide execution of code associated with the data element, may provide a link, or may result in acquiring of data using a new identifier. A broadcast schedule is formulated reflecting enhancement data

15   types. A transmission schedule may be formulated using user requests.